

# Smokey Bear and Woodsy Owl Poster Contest

Celebrates 100th Anniversary of the USDA Forest Service



**Attention Teachers and Agency Employees!**

The U.S. Department of Agriculture (USDA) Forest Service and the National Garden Clubs, Inc., invite first through fifth grade students to participate in the 2005 Smokey Bear and Woodsy Owl Garden Club poster contest. Because this year is the 100th Anniversary of the USDA Forest Service—a century of caring for the land and serving people—we are dedicating this year's contest to Woodsy Owl and his message of conservation: "Lend a Hand - Care for the Land!"

Take this opportunity to share and discuss Woodsy's conservation message with your students and encourage them to submit their original posters using Woodsy Owl as the central figure!

The Grand Prize winner will win a free trip to Washington, DC, for a recognition ceremony. The free trip includes round-trip airfare and accommodations for four. The National Garden Clubs, Inc., will award a \$100 U.S. Savings Bond to the national first place winner for each grade-level category

Smokey Bear and Woodsy Owl are protected under Public Law 93-318.

## About Woodsy Owl



Woodsy Owl, America's icon for environmental education, symbolizes natural resource conservation. Since 1971, Woodsy has been helping parents and teachers inspire children to observe, explore, and care for the environment. He challenges children to "Lend a Hand—Care for the Land." Woodsy Owl encourages children to join him by taking an active role in caring for the land through recycling, reusing, and reducing waste; planting and caring for trees; using resources wisely (such as not wasting water or electricity); not littering; and generally caring for the planet we live on.

## About Smokey Bear



Smokey Bear is highly recognized and internationally known as the symbol for wildfire prevention. You've probably seen him dressed in a ranger's hat and blue jeans carrying a shovel. Smokey Bear first appeared in print in 1944. Smokey's message of personal responsibility, "Remember, Only YOU Can Prevent Wildfires," encourages personal responsibility for fire prevention. Smokey Bear teaches children and adults to be careful with campfires, barbecues, trash fires, cigarettes, and matches.

## 2005 Poster Contest Tips and Rules



A good poster is bold and simple in design. Its message is delivered in both the picture and the slogan.

- The slogan of the selected icon on the design must be included.
- Its message is easily understood and contains no spelling errors.
- Posters must feature Smokey Bear or Woodsy Owl.
- Posters are to be completed by individual student artists.
- Only students from first through fifth grades may participate in the competition.
- Posters will be judged 20 percent each for originality, design, slogan, artwork, and overall effectiveness of the message.
- Bold colors are best.
- Each entry should be 11 X 17 inches in size.

## Materials



Materials that may be used include:

- Crayons
- Markers
- Poster paints
- Watercolors

Three-dimensional posters and computer-scanned or electronically generated images will NOT be accepted!

For more information, visit  
<http://www.symbols.gov>.

## Instructions for Submitting Posters



On the back and in the lower right-hand corner, each poster must include:

- The artist's name, grade level, and teacher's name.
- The school name, address (including street, city, State, and zip code), and telephone number.
- The name of the sponsoring Garden Club. (Do not use a dark marker because it may show through.)

Submit poster entries to your State Garden Club Chair at the following address:

**Submit poster entries by no later than  
JANUARY 15, 2005.**

National winners will be announced at the 2005 National Garden Clubs, Inc., Convention.

All poster entries will become property of the USDA Forest Service. Posters will not be returned to contestants. The USDA Forest Service or the National Garden Clubs, Inc., may use the poster artwork for national educational materials and outreach.

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## Sponsors



The USDA Forest Service and the National Garden Clubs, Inc., sponsors the Smokey Bear and Woodsy Owl Poster Contest every year to promote wildfire prevention and conservation education, emphasizing everyone's role of self-responsibility for our environment.